**Greer Margolis Mitchell**
1010 Wisconsin Ave
Suite 800
Washington DC 20007

# Barack Obama/ D/ President

**Submission Number 701 Issue 1**

NBC 4 / WCMH
3165 Olentangy River Road
Columbus, OH 43202
**PHONE (614) 263-4444 FAX (614) 447-9107**

**Copy**

| | | | | | |
|---|---|---|---|---|---|
| **Client:** | Barack Obama/ D/ President | **Submission Cost:** | 54900 | **Campaign Ref:** | E:063841230 |
| **Buyer:** | .. . | **Client/Product/Estimate:** | . /. /2141 | **Sales Rep:** | HRP Washington, DC |
| **Schedule Dates:** | 10/15/12 to 10/28/12 | **Weeks:** | 2 | **Order Ref:** | 06384123 |
| **Est./PO Number:** | 06384123 | **Contract type:** | Political | **Business Type:** | POLITICAL |
| **Associated Copies:** | No | | | **Business Category:** | Transactional |

| | | | | | |
|---|---|---|---|---|---|
| **Product:** | Add Skd A 10.19-22 | **Booking Group:** | WCMH | | |
| **Demographic:** | (L) Household | **Order:** | | **Key Market:** | Columbus, OH |

| Ref | Sales Product Details | Rev Type | | | Rate | Spot Type | | 10/15 | 10/22 | Total | Cost |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | M-F 4p Ellen<br>....F.. | 06 | | | 800 | 30<br>Comme | Nbr of Spots | 1 | | 1 | 800 |
| 2 | M-Su 6p News<br>....F.. | 06 | | | 1600 | 30<br>Comme | Nbr of Spots | 1 | | 1 | 1600 |
| 3 | Fri 8-9p<br>....F.. | 09 | | | 800 | 30<br>Comme | Nbr of Spots | 1 | | 1 | 800 |
| 4 | Fri 10-11p<br>....F.. | 09 | | | 1300 | 30<br>Comme | Nbr of Spots | 1 | | 1 | 1300 |
| 5 | Sat 6a News<br>.....S. | 06 | | | 800 | 30<br>Comme | Nbr of Spots | 1 | | 1 | 800 |
| 6 | Sat 8a News<br>.....S. | 06 | | | 1400 | 30<br>Comme | Nbr of Spots | 1 | | 1 | 1400 |
| 7 | Sat 9a Today Show<br>.....S. | 06 | | | 1300 | 30<br>Comme | Nbr of Spots | 1 | | 1 | 1300 |
| 8 | Sat Notre Dame Football<br>.....S. | 06 | | | 1000 | 30<br>Comme | Nbr of Spots | 2 | | 2 | 2000 |
| | | | | | | **Weekly Totals:** | Total Spots(Ord Spots) | 25 | 9 | 34 | |
| | | | | | | | Closed PR | | 1 | 1 | |

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| Ref | Sales Product Details | Rev Type | | | Rate | Spot Type | | 10/15 | 10/22 | Total | Cost |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 9 | Sat 8-9p .....S. | 06 | | | 1500 | 30 Comme | Nbr of Spots | 2 | | 2 | 3000 |
| 10 | Sat 9-10p .....S. | 06 | | | 1500 | 30 Comme | Nbr of Spots | 2 | | 2 | 3000 |
| 11 | Sat 10-11p .....S. | 06 | | | 2400 | 30 Comme | Nbr of Spots | 1 | | 1 | 2400 |
| 12 | M-Su 11p News .....S. | 06 | | | 2200 | 30 Comme | Nbr of Spots | 1 | | 1 | 2200 |
| 13 | Sat 1130p ET / 1030p CT Saturday Night Live .....S. | 09 | | | 400 | 30 Comme | Nbr of Spots | 1 | | 1 | 400 |
| 14 | Sun 630a News ......S | 06 | | | 1000 | 30 Comme | Nbr of Spots | 1 | | 1 | 1000 |
| 15 | Sun 10a The Spectrum ......S | 09 | | | 100 | 30 Comme | Nbr of Spots | 2 | | 2 | 200 |
| 16 | Sun 1030a Meet The Press ......S | 06 | | | 2000 | 30 Comme | Nbr of Spots | 1 | | 1 | 2000 |
| 17 | M-Su 6p News ......S | 06 | | | 1600 | 30 Comme | Nbr of Spots | 1 | | 1 | 1600 |
| 18 | Sun 815p ET / 715p CT NBC Sunday Night Football ......S | 06 | | | 5500 | 30 Comme | Nbr of Spots | 3 | | 3 | 16500 |
| | | | | | **Weekly Totals:** | Total Spots(Ord Spots) | | 25 | 9 | 34 | |
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| Ref | Sales Product Details | Rev Type | | | Rate | Spot Type | | 10/15 | 10/22 | Total | Cost |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 19 | M-Su Late News Late Run<br>......S | 06 | | | 1000 | 30<br>Comme | Nbr of Spots | 1 | | 1 | 1000 |
| 20 | M-F 5a News<br>M...... | 06 | | | 400 | 30<br>Comme | Nbr of Spots | | 1 | 1 | 400 |
| 21 | M-F 6a News<br>M...... | 06 | | | 1200 | 30<br>Comme | Nbr of Spots | | 2 | 2 | 2400 |
| 22 | M-F 9a Today Show II<br>M...... | 06 | | | 800 | 30<br>Comme | Nbr of Spots | | 1 | 1 | 800 |
| 23 | M-F 1p Days Of Our Lives<br>M...... | 06 | | | 500 | 30<br>Comme | Nbr of Spots | | 2 | 2 | 1000 |
| 24 | M-F 4p Ellen<br>M...... | 06 | | | 800 | 30<br>Comme | Nbr of Spots | | 1 | 1 | 800 |
| 25 | M-F 5p News<br>M...... | 06 | | | 1200 | 30<br>Comme | Nbr of Spots | | 1 | 1 | 1200 |
| 26 | Presidential Debate<br>M...... | 06 | | | 5000 | 30<br>Comme | Nbr of Spots | | 1 | 1 | 5000 |
| | | | | | | | Nbr of Spots | | | | |
| | | | | | | | Closed PR | | 1 | 1 | 5000 |
| | | | | | **Weekly Totals:** | Total Spots(Ord Spots) | | 25 | 9 | 34 | |
| | | | | | | Closed PR | | | 1 | 1 | |

Pre-emption Summary

| Ref | Sales Product | Spot Type | Pre-empt Date | Status | Pre-empt Value | Makegood Line(s) (Dates) | Makegood Ref | Campaign Ref |
|---|---|---|---|---|---|---|---|---|
| 26 | Presidential Debate | :30 Commercial | 10/22/12 | Closed Pre Emption | 5,000.00 | No Makegood / Credit | 0000000000 | E:063841230 |

Grand Totals

| | Totals | Month 10 Weeks: 4 | |
|---|---|---|---|
| | | 10/15 | 10/22 |
| Spots | 34 | 25 | 9 |
| Cost | 54900 | 43300 | 11600 |

**Grand Totals:**

| | |
|---|---|
| **Spots:** | **34** |
| **Gross Total:** | **54,900.00** |
| **Commission:** | **8,235.00** |
| **Net Total:** | **46,665.00** |